

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

July 1, 1998

RJR Account #154180
Mr. J. Derigo
DERIGO SALES (For W. Farms)

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear John:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **240** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (**Note: This is not 'pre-sleeved' product.**) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
8	Winston Box	12300-25379
16	Winston Light Box	12300-25380
8	Winston Ultra Lt Box	12300-25381

Product PO # 011; Displays PO # 012

Product / Premium Arrival: **July 15, 1998**

Ship Date to Retail: **Week of: July 20, 1998**

Displays (Item #542810)

SKU CUBE: **1.6113**
SKU WT (w/o Product): **3.2200 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**
EFT \$ Amount: **\$8,483.75**

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51845 6935